

ABSTRACT

A method and system for enabling electronic delivery of files is disclosed. The method and system include maintaining a data repository for storing information relating to the files available in the digital marketplace, wherein the information includes business rules associated with each file that define electronic transfer of the files during commercial transactions. In response to a first user requesting to resell a particular file and thereby becoming a reseller, the data repository is accessed to dynamically generate a reseller uniform resource locator (RURL) that uniquely identifies the reseller and the file. The RURL is then provided to the reseller for posting on a website in order to make the file commercially available to others on the website. In response to a second user clicking on a link to download the file, the business rules associated with the file that is identified in the RURL are retrieved from the data repository in order to customize the download of the file to the second user and to automatically distribute payments to the reseller and owner of the file.